

Day 1 - OPENING CEREMONY		
Registration		09:00 - 10:00
National Anthem		10:00 - 10:10
Welcome Speech	Dr. Noor Aldeen Atatreh - <i>Chancellor, AFU</i>	10:10 - 10:20
Welcome Speech	Prof. Abdelhafid Belarbi - <i>President, AFU</i>	10:20 - 10:30
Welcome Speech	Dr. Mohanad Halaweh - <i>Conference Chair, AFU</i>	10:30 - 10:40
1st Keynote Speech	Prof. Jonathan Linton <i>University of Sheffield, UK</i> Emerging Technology Supply Chains: Business Opportunities and Challenges for Managers and STI Policy	10:40 - 11:40
Coffee Break		11:40 - 12:00

Day1-PARALLEL SESSIONS 1 (12:00 - 13:30)		
Room 1	Room 2 (Session in Arabic)	Time
Session Chair: Panagiotis Kokkalis	Session Chair: Mohamed Desouki	
Implications of Internal and External Innovation Presenter: Muammer Ozer	العملات الافتراضية بين الإباحة والتجريم Presenter: Baraa Munther	12:00 - 12:20
Legal Entrepreneurship, Innovation and Economic Development in MENA region Presenter: Samir Baha-Eddine Maliki	دور خلية معالجة الاستعلام المالي في مواجهة الفساد الاقتصادي (جرائم تبييض الأموال) Presenter: Houalef Abdessamad	12:20 - 12:40

Artificial intelligence technologies and the accounting profession: implications to the accounting curriculum in the UAE Presenter: Amer Qasim	جريمة الاتلاف المعلوماتي عبر الانترنت في الفقه والتشريعات الوضعية Presenter: Lamyaa Mohamed	12:40 - 13:00
Airport City as a Part of the Supply Chain Presenter: Mohammed Raad	المسؤولية الجنائية للشركة ذات الشخص الواحد في القانون الاماراتي Presenter: Ezzet Mohamed	13:00 - 13:20
Lunch Break		13:20- 14:30
Day 1 - PARALLEL	SESSIONS 2 (14:30 - 15:50)	
Room 1	Room 2 (Session in Arabic)	
Session Chair: Ijaz Ur Rehman	Session Chair: Ashraf Jahmani	Time
Fair Value Hierarchy and Earnings Volatility Presenter: Slavko Sodan	ضمانات الاستثمار الأجنبي المباشر من المخاطر السياسية في الدول النامية Presenter: Fatima Lalmi	14:30 - 14:50
Effect of Corporate Governance Compliance on Firm Financial Performance: Evidence from Listed-Companies in Morocco Presenter: Sallem Koubida	دور الاقتصاد المعرفي في تحقيق التنمية المستدامة Presenter: Haitham Alhilali	14:50 - 15:10
Exploring Unprecedented Loan Repayments Motivational Drives of Micro-Enterprises Presenter: Noreen Zahra	أهمية حماية العلامة التجارية بالنسبة للمعتدي عليها وأثر ذلك في تطوير الاقتصاد Presenter: Anan Younes	15:10 - 15:30
Monetary Policy in the UAE and its impact on the GDP Presenter: Muhamad Saleh Jumaa	الحماية القانونية لحق المؤلف عبر شبكة الإنترنت وفقاً للتشريع الإماراتي Presenter: Nadia Yas	15:30 - 15:50
Coffee Break		15:50 - 16:10

Day 1 - PARALLEL SESSION 3 (16:10 - 17:50)

Room 1	Room 2 (Session in Arabic)	Time
Session Chair: António Pedro Costa	Session Chair: Khalid Henedi	
Food Marketing, Media, Interactive Communication and Consumer Behavior: Smart Food Policies Model in the Digital Age Presenter: Sima Hamadeh	التصدي الجنائي لجرائم التشهير عبر وسائل التواصل الاجتماعي Presenter: Yasir Awad	16:10 - 16:30
Perception of foreign and local brands in customer's purchase intention of Indonesia cosmetics products Presenter: Janti Gunawan	بحوث الاتصال والإعلام على أعتاب الألفية الثالثة Presenter: Rahima Aissani	16:30 - 16:50
Opening the Black-Box of Facebook Use in Palestine: An Empirical Study Presenter: Safa'A Abujarour	آلية تسوية نزاعات الشركاء في الشركات التجارية على ضوء التشريع الإماراتي Presenter: Rania Jaafar	16:50 - 17:10
Social Controller: Mobile-Based Application Solution for Social Networking Problems Presenter: Hassan Mustafa	الإضراب الوظيفي نظرة قانونية متطورة في القانون الإماراتي Presenter: Mohammad Njim	17:10 - 17:30
Analysis of Government Communication on the Establishment of the Dubai and United Arab Emirates Ministry of Happiness Presenter: António Pedro Costa	القانون الواجب التطبيق على مسائل الأحوال الشخصية لمزدوج الجنسية أو متعددها- دراسة مقارنة Presenter: Atef Nada	17:30-17:50

Day 2		
2nd Keynote Speech	Dr. Okan Geray <i>Smart Dubai Office</i>	9:30 - 10:30
Coffee Break		10:30-10:45
Day 2 - PARALLEL SESSION 1 (10:50-12:30)		
Room 1	Room 2	Time
Session Chair: Islam Faisal	Session Chair: Hassan Mustafa	Time
The role of digital and social media advertising, via emails, in consumer behavior: An exploratory perceptions analysis Presenter: Andreas Masouras	Combating Fake News Through Media and Information Literacy in India Presenter: Sumit Narula	10:50 - 11:10
Digitalization and Hospital Communication with Patients in Lebanon Presenter: Nancy Askar	Media Literacy as a Strategy Toward Combatting the Spread of Misinformation in Egypt Presenter: Naila Hamdy	11:10 - 11:30
Exploring Personal Data Sensitivity: Evidence from UAE Presenter: Ali Alalaimi	Comparison study between the UAE, the UK, and India in dealing with WhatsApp fake news Presenter: Robin Kabha	11:30 - 11:50
Technophobia and User Interface Usability Presenter: Moutaz El Bahi	The Negative Impact of Poor Management (A Case Study of an Arab TV Journalist In London) Presenter: Khalid Henedi	11:50 - 12:10
Big data Analytics and Organizational Performance: The Mediating role of knowledge management Presenter: Muhammad Qasim	Exploring Healthcare Services Quality Using Social Media Data Presenter: Fathi Salameh	12:10 - 12:30
Lunch Break		12:30-13:40

Day 2 - PARALLEL SESSION 2 (13:40 – 15:30)		
Room 1	Room 2	Time
Session Chair: Fathi Salameh	Session Chair: Robin Kabha	
Commitment Towards Most Cyber Resilient Nation – UAE Presenter: Geetanjali Ramesh	Mapping the current position of the furniture industry toward industry 4.0 in Indonesia Presenter: Kym Edwin Fraser	13:40 - 14:00
Identifying Crisis Management Response Issues in Private Organizations of Kingdom Saudi Arabia Presenter: Tareq Al-Mazyad	Investigating the role of Six Sigma Approach in Enhancing Manufacturing System: Case Study Presenter: Islam Bourini	14:00 - 14:20
The Effects of The Pension Funds on The Macedonian Capital Market Presenter: Kristina Misheva	Implementation of Best Practices and Management Styles: A Case Study of Swissport Presenter: Mohammed Raad	14:20 – 14:40
The GCC Economy and the Oil Prices Shocks Dilemma: a Review Presenter: Mahmood Alhamran	Common Supply Chain Management Processes for O&G Sector Using Metamodeling Approach Presenter: Adel Al Hosani	14:40 – 15:00
MOOCs Acceptance among Indian Students Presenter: Mohit Kant Kaushik	Ecommerce and Entrepreneurship: Advantages and Limitations Presenter: Omar Bakr	15:00 – 15:20
Coffee Break		15:20- 15:40

Day 2 - PARALLEL SESSION 3 (15:40 - 17:30)		
Room 1	Room 2	Time
Session Chair: Roohi Imtiaz	Session Chair: Ahmed Mustafa	
A Pragmatic Investigation on Performance Appraisal System in Education Presenter: Varsha Sharma	Smartphone App Adoption at Home and on the Move: The Case of Syrians Presenter: Safa'a AbuJarour	15:40 - 16:00
The Effect of Personality Traits and Equity Sensitivity on the Employees' Fairness Perception in the Lebanese Pharmaceutical Field Presenter: Jamal Yasmine	"Smart Dubai" Distinct pathways of achievements; A case of steady & Sustainable development through decades Presenter: Roohi Mumtaz	16:00 - 16:20
A Review of the Influence of Role Breadth Self-Efficacy and Organisational Commitment on Leadership and Employees Commitment towards Change Presenter: Hadman Alsalmi	The Role of Public Governance Perception on Tax Evasion: International Evidence Using Structural Equation Modelling Presenter: Khalil Nimer	16:20 - 16:40
Impact of Labor Law Implementation in the Lebanese Pharmaceutical Sector Presenter: Ola Bazaza	Financial and non-financial indicators applicable for gold mining: Case study of Sukari Co. Presenter: Attiea Marie	16:40 - 17:00
Corporate Social Responsibility and China-Pakistan Economic Corridor: A Case of Pakistan Presenter: Maryam Ahmad	The influence of mobile application on destination choice and travel planning Presenter: Ashraf Jahmani	17:00 - 17:20
	Oil shale in Jordan: Cost - Benefit Analysis Presenter: Wadie Abboud	
Closing Session		17:20 - 17:35